CASE STUDY

Premium Wine Retailer Turns In-Store Customers Into Repeat, Online Customers
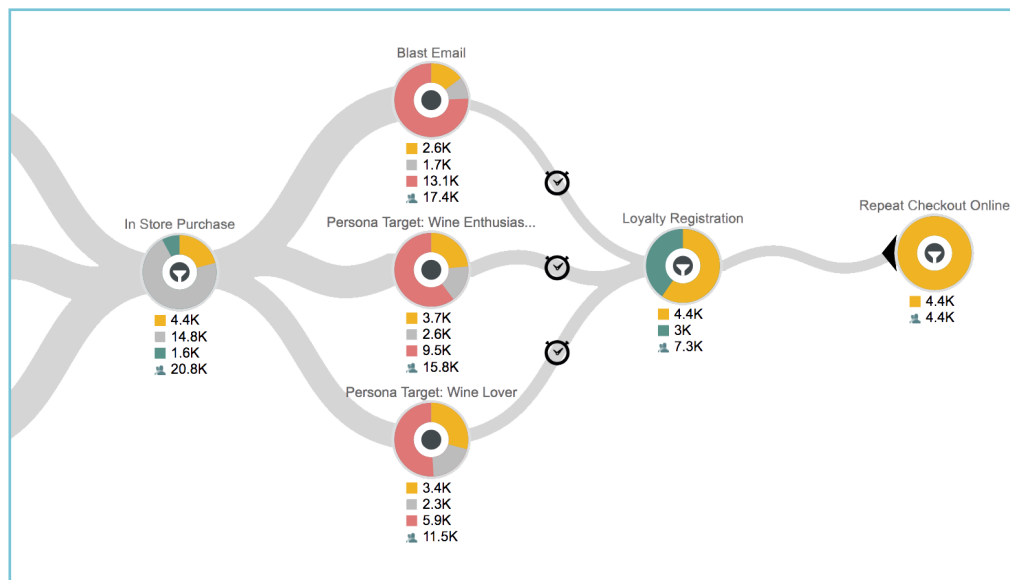
The Client

A premium wine accessory company is redefining its category, growing rapidly and gaining global market share fast. They sell their products through online retailers like Amazon, major brick-and-mortar stores such as Neiman Marcus, Bloomingdales and Sur La Table, as well as directly through their website. The company created four different buyer personas based on a customer's knowledge and consumption level of wine, so they can offer dynamic content and product suggestions as each customer browses their website. They also have a robust loyalty program that includes premium VIP service, access to an exclusive club of fellow connoisseurs, promotions, and discounts on future purchases.
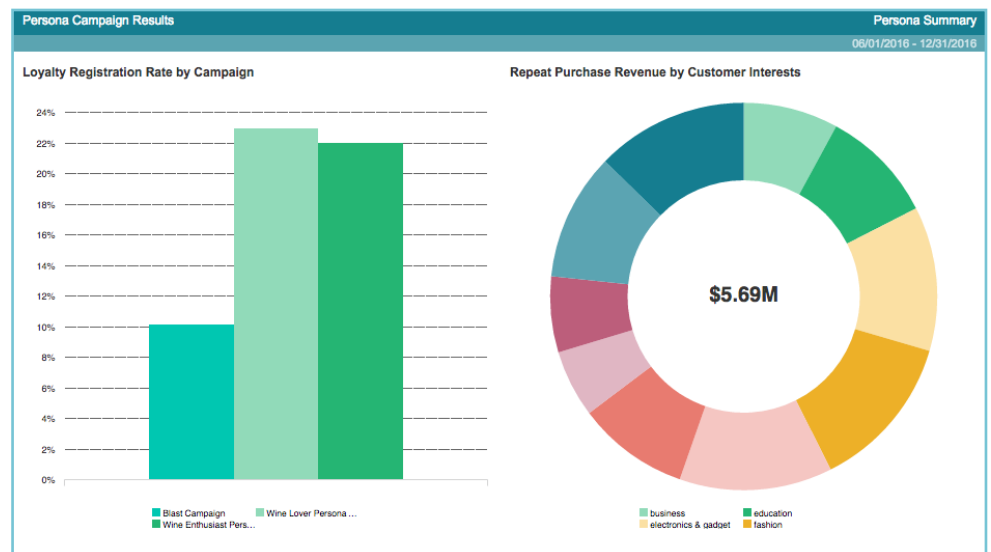
Business Goals

Critical goals included improving loyalty program registrations, increasing cross-channel engagement and building long-term customer relationships, as the majority of their profit comes from repeat purchases rather than the initial sale. In this way, they hoped to increase the lifetime value (LTV) of their brick-and-mortar customers and position the company for continued growth.

Solution

Within a few days of quickly and easily setting up dataflow into the Pointillist system, the marketing group was able to uncover customer journeys on their own, without the assistance of IT or data scientists.

Pointillist allowed the client to analyze millions of point-of-sale transactions in minutes and connect them with loyalty program registrations, email responses and online behavior. They used Pointillist to rapidly discover how the customer journey differed for each buyer persona and identify the optimum paths each followed from engagement to loyalty and repeat purchases.

The marketing team also connected Pointillist to a variety of customer touch points, so they could engage with each individual customer to make personalized offers in real-time via the most appropriate channel.

Results

Using Pointillist, the company quickly discovered which marketing campaigns are most effective at turning their in-store customers into repeat, online customers. They were able to identify the obstacles and determine the key interactions along the path to online engagement.

By tracking millions of individual customer journeys and learning how these journeys varied across each of their buyer personas, Pointillist provided them with the information to create customized offers that further increased engagement levels.

The data tracked by Pointillist set them on a path to discovering the programs that most increased engagement, improved loyalty and contributed to building long term relationships with their customers—all of which ultimately contributed to a significant increase in customer LTV and continued revenue growth.

At Pointillist, we have a single obsession: enable brands to deliver the experiences necessary to attract and keep today's connected consumers. Pointillist's customer journey analytics platform reveals the critical paths customers take as they engage across channels and over time, and predicts what they will do next. Our software enables marketers and CX professoinals to quickly discover the specific behaviors that impact business outcomes and drive actions through existing campaign and content management platforms to deliver immediate results.

GET STARTED NOW!

Ready to learn more? Contact Pointillist to schedule a demo.

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